

Message Text

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R 032002Z MAR 78
FM AMEMBASSY BRUSSELS
TO USDOC WASHDC
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AMEMBASSY THE HAGUE
AMCONSUL ROTTERDAM
AMEMBASSY PARIS
AMEMBASSY LUXEMBOURG

UNCLAS BRUSSELS 04270

E.O.: 11652, NA
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SUBJECT: INITIAL REPORT ON U.S. BUILDING AND CONSTRUCTION
EQUIPMENT CATALOG SHOW, BRUSSELS, FEBRUARY 17-26, 1978.

REF: 10FAM 366.4G

1. U.S. BUILDING AND CONSTRUCTION EQUIPMENT CATALOG SHOW.
2. BATIBOUW - BUILDING AND CONSTRUCTION TRADE FAIR, CENTENARY PARK, BRUSSELS, FEBRUARY 17-26, 1978.
3. NUMBER OF FIRMS SUPPLYING CATALOGS: 96 (69 NEW TO MARKET). 54 AMERICAN FIRMS SOUGHT REPRESENTATION. WE REGISTERED 54 BELGIAN FIRMS OR INDIVIDUALS INTERESTED IN REPRESENTING PARTICIPATING FIRMS.
4. THE STAND WAS VISITED BY APPROXIMATELY 400 PERSONS, OF WHOM 84 REGISTERED REQUESTS FOR CATALOGS.
5. 35 TRADE OPPORTUNITIES HAVE BEEN FORWARDED AND AT LEAST SEVEN MORE WILL FOLLOW.
6. 80 BELGIAN FIRMS REGISTERED REQUESTS FOR CATALOGS AND FOUR ADDITIONAL REQUESTS WERE REGISTERED BY TRADE ASSOCIATIONS AND INDIVIDUAL ENTREPRENEURS.
7. 77 OF THE PARTICIPATING AMERICAN FIRMS RECEIVED TRADE

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INQUIRIES.
8. SECURITY CATALOGS OBTAINED FROM AMCONSULATE ROTTERDAM, AND ORIGINALLY USED AT SECURITY 77, WERE ALSO DISPLAYED AT OUR BATIBOUW STAND. IN ADDITION, BROCHURES ADVERTISING THE 30 MAY - 2 JUNE PARIS TRADE CENTER SHOW ON INDUSTRIAL AND COMMERCIAL SECURITY WERE DISPLAYED AND PASSED OUT TO VISITORS.

9. INDUSTRY EXPERT: MR. JACK BOWERSOX PROVIDED INVALUABLE BACKGROUND AND EXPERTISE ON THIS RAPIDLY EVOLVING INDUSTRIAL SECTOR, AND HIS FULL-TIME PARTICIPATION (IN SPITE OF A BRUSH WITH RUSSIAN FLU) WAS MUCH APPRECIATED.

10. USIS SUPPORT: USIS BRUSSELS PROVIDED THEIR PROJECTIONIST AND SCREENING ROOM TO SHOW THE FILM CARRIED BY MR. BOWERSOX. ATTENDEES INCLUDED THE DIRECTOR-GENERAL AND THE RESEARCH DIRECTOR OF THE TECHNICAL INSTITUTE OF THE BELGIAN NATIONAL CONSTRUCTION FEDERATION. A RECEPTION GIVEN BY THE COMMERCIAL ATTACHE, ATTENDED BY TOP OFFICIALS OF SEVERAL TRADE ASSOCIATIONS, ALLOWED ADDITIONAL FOLLOW-UP OF THE TRADE CONTACTS MADE DURING THE SHOW.

11. COMMENTS: ALTHOUGH THE TALLY OF RESULTS FROM BATIBOUW APPEARS QUITE RESPECTABLE, IT DID NOT REACH OUR EXPECTATIONS. STATISTICS PUBLISHED AT THE END OF JANUARY REVEALED THAT CURRENT APPLICATIONS FOR BUILDING PERMITS ARE CONSIDERABLY BELOW THE LEVEL REGISTERED LAST YEAR IN BELGIUM, AND THE CONSTRUCTION INDUSTRY FEARS A REDUCTION OF DEMAND. IN THESE CIRCUMSTANCES BELGIAN BUSINESSMEN DO NOT WISH TO TAKE ON NEW PRODUCT LINES UNLESS THEY INVOLVE INNOVATIVE TECHNOLOGY OR THE PROSPECT OF IMMEDIATE INCREASED SALES.CHAMBERS

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